

10th November 2014

Gerflor named in House Beautiful Awards 2014 'Best Flooring' shortlist

Gerflor's top brand and ultimate Gerflor Fibre technology (GFT) flooring, HQR, was a finalist in the 'Best Flooring' category of the homes industry's prestigious 2014 House Beautiful Awards.

HQR's Textile and Graphic collection of highly contemporary designs, which take inspiration from raw materials such as metal, cloth and rough cement, caught the eye of the judging panel of industry experts and was therefore shortlisted for the coveted title.

Gerflor has been a previous House Beautiful Awards' Silver Award winner on two occasions with its Caractère brand. This time a GFT flooring was a contender, Gerflor having already scooped 'Most Innovative New Product' in the Housing Innovation Awards 2014 for its pioneering Easitex GFT flooring and shortlisted for GFT flooring brands in both the Housing Excellence Awards and Housebuilder Product Awards.

"The House Beautiful Awards champion the best in the homes and interiors market and provide a benchmark for consumers," said John Hardaker, Sales & Marketing Manager, Gerflor Residential Floorings. "To be in the running for an award is highly valued in the industry and to be a candidate with HQR Textile and Graphic is an honour. HQR showcases Gerflor's design capabilities in a technologically-driven, top performance Gerflor Fibre Technology patented flooring that provides multiple performance and installation benefits."

A top quality, loose-lay sheet vinyl, HQR is 3mm thick, warm and cushioned for comfort with a hardworking 0.4mm wear layer and stain, scratch and indent resistant, easy-to-clean, hygienic surface. It is also sound insulating to 16db, R10 slip resistant and waterproof, whilst its 15 year product guarantee endorses its longevity.

HQR comes conveniently ready-to-install: simply unroll, cut it to size with a knife and loose-lay it without adhesive if laying up to 35sqm. As it ingeniously remains flat and automatically compensates for minor irregularities in uneven surfaces beneath, HQR, like all Gerflor GFT floorings, can be laid directly over concrete and most existing smooth floorings, proving fast, easy and low cost fitting.

One of Gerflor's high-performance, 100% recyclable, environmentally-sustainable floorings for the home, HQR contains 97% recycled fibres in its GFT backing system and is manufactured at Gerflor's ISO 14001 certified sites without pollutants or hazardous contents such as lead, formaldehyde and harmful plasticisers. Gerflor flooring products are also amongst those with the lowest VOC emissions world-wide.

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With Compliments:

Sarah Johnson
Thorn PR
Oak Cottage
High Street
Mayfield
TN20 6AB
Tel: 01435 872996
Email: sarah@thornpr.co.uk

Issued on behalf of:

Navjot Dhillon
Gerflor
Wedgnoek House
Wedgnoek Lane
Warwick
CV34 5AP
Tel: 01926 622 600
Email: contractuk@gerflor.com